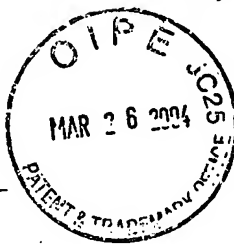


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On March 22, 2004

TOWNSEND and TOWNSEND and CREW LLP

By: Jennifer Dolan

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Colleen George et al.

Application No.: 10/079,927

Filed: February 19, 2002

For: SYSTEMS AND METHODS FOR
OPERATING LOYALTY PROGRAMS

Examiner:

Art Unit: 2161

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER 37
CFR §1.97 and §1.98

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Sir:

The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

Also enclosed is a copy of the Search/Examination report corresponding to the PCT application.

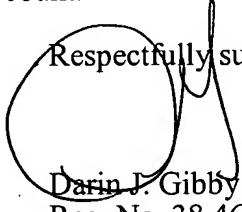
As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement.

However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Darin J. Gibby
Reg. No. 38,464

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 303-571-4000
Fax: 303-571-4321
DJG:cc
60170485 v1

Substitute for form 1449B/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet **3**

of

Complete if Known

Application Number	10/079,927
Filing Date	February 19, 2002
First Named Inventor	George, Colleen
Art Unit	2161
Examiner Name	
Attorney Docket Number	020375-003300US

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Technology Center 2100

U.S. PATENT DOCUMENTS+

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code ² (if known)			
	AA	US-5,903,880	05-11-1999	Biffar	
	AB	US-6,009,415	12-28-1999	Shurling et al.	
	AC	US-2001/0034720	10-25-2001	Armes	
	AD	US-2002/0062253	05-23-2002	Dosh, JR. et al.	
	AE	US-6,424,951	07-23-2002	Shurling et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)				
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NON PATENT LITERATURE DOCUMENTS

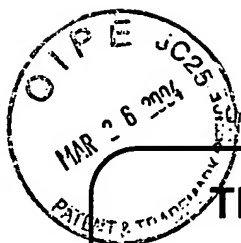
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* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.



2161

PTO/SB/21 (05-03)

Approved for use through 04/30/2003. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/079,927
	Filing Date	February 19, 2002
	First Named Inventor	Colleen George
	Art Unit	2161
	Examiner Name	Unknown
Total Number of Pages in This Submission	Attorney Docket Number	20375-003300US

ENCLOSURES (Check all that apply)		
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Date	March 22, 2004		

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Signature		Date	March 22, 2004

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